PHLY-24,739

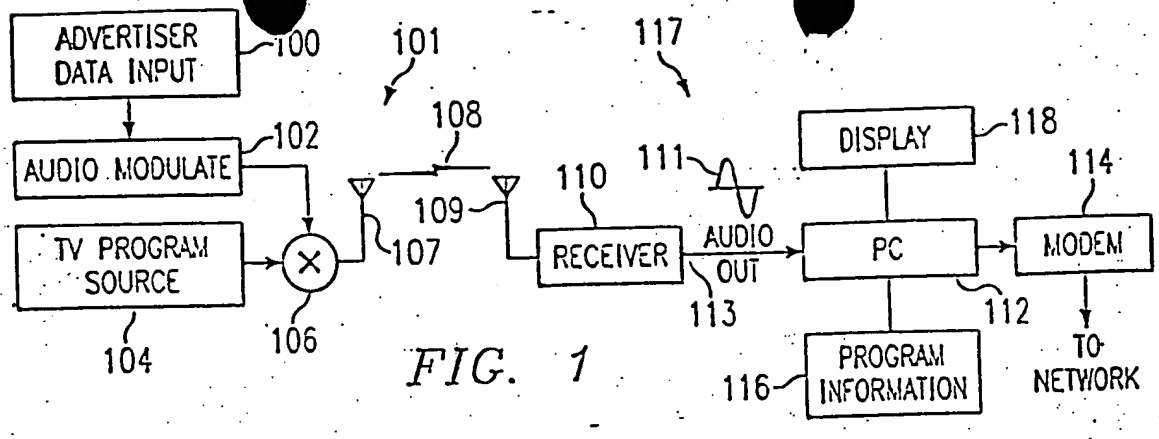


FIG. 1

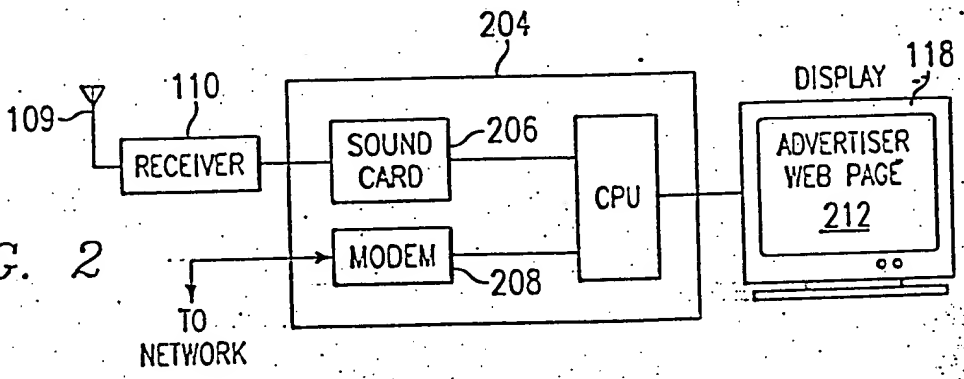


FIG. 2

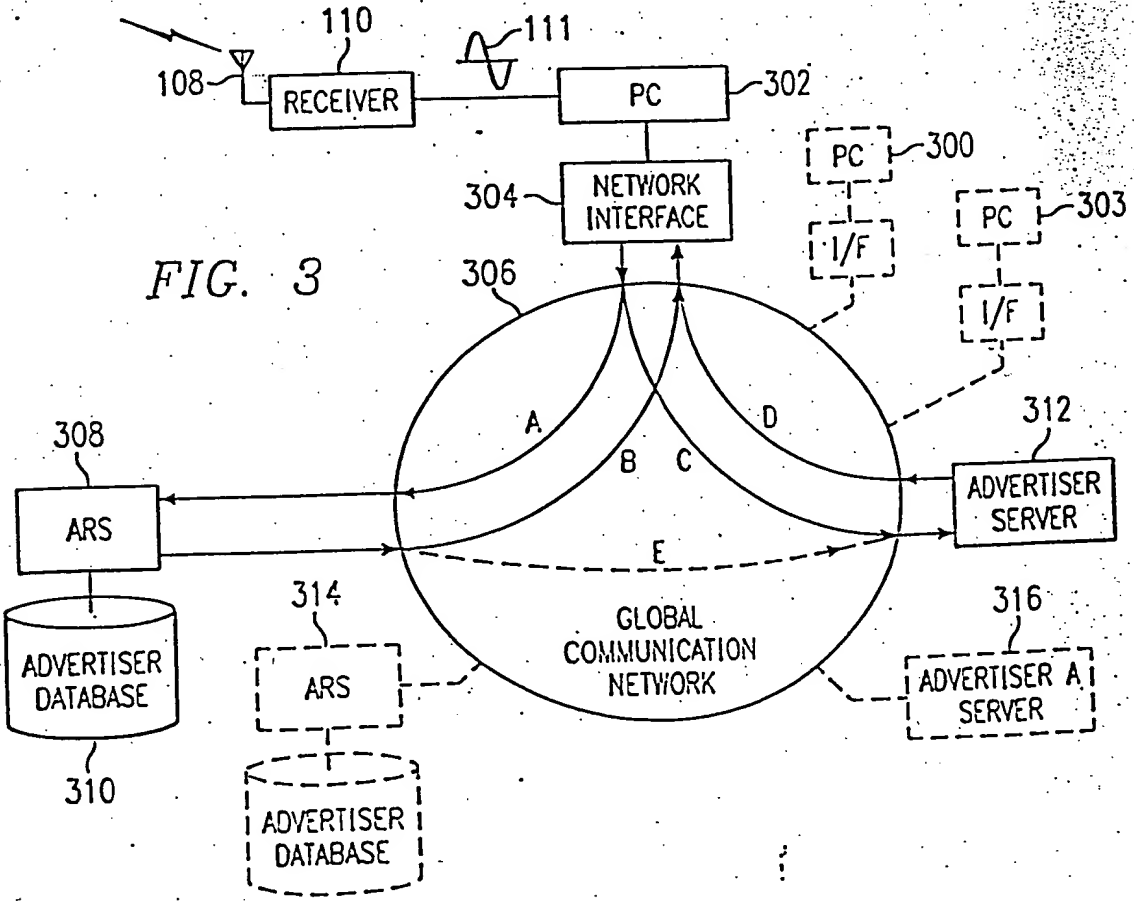


FIG. 3

PHLY - 24, [illegible] 739

PATH A: SOURCE TO ARS

FIG. 4a

PATH B: ARS TO SOURCE

FIG. 4b

PATH C: SOURCE TO ADVERTISER

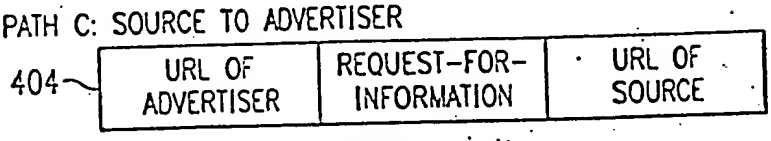


FIG. 4c

PATH D: ADVERTISER TO SOURCE

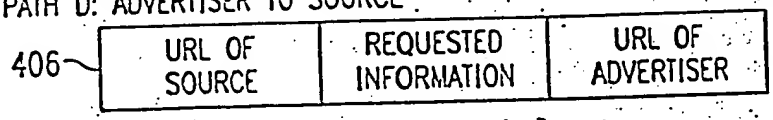


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

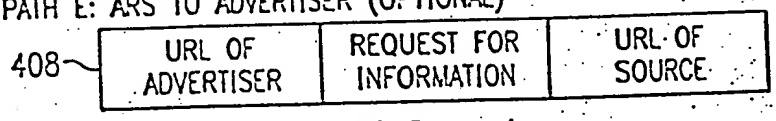


FIG. 4e

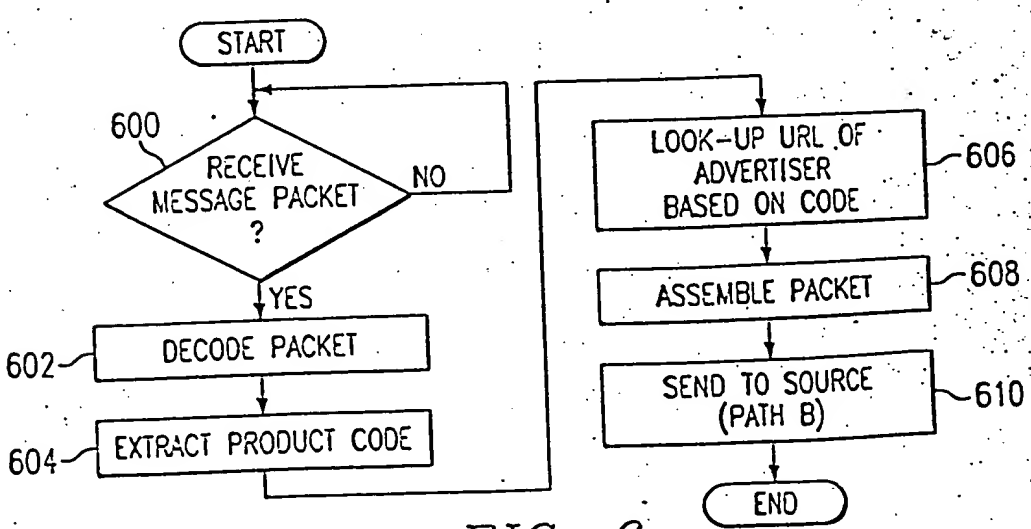


FIG. 6

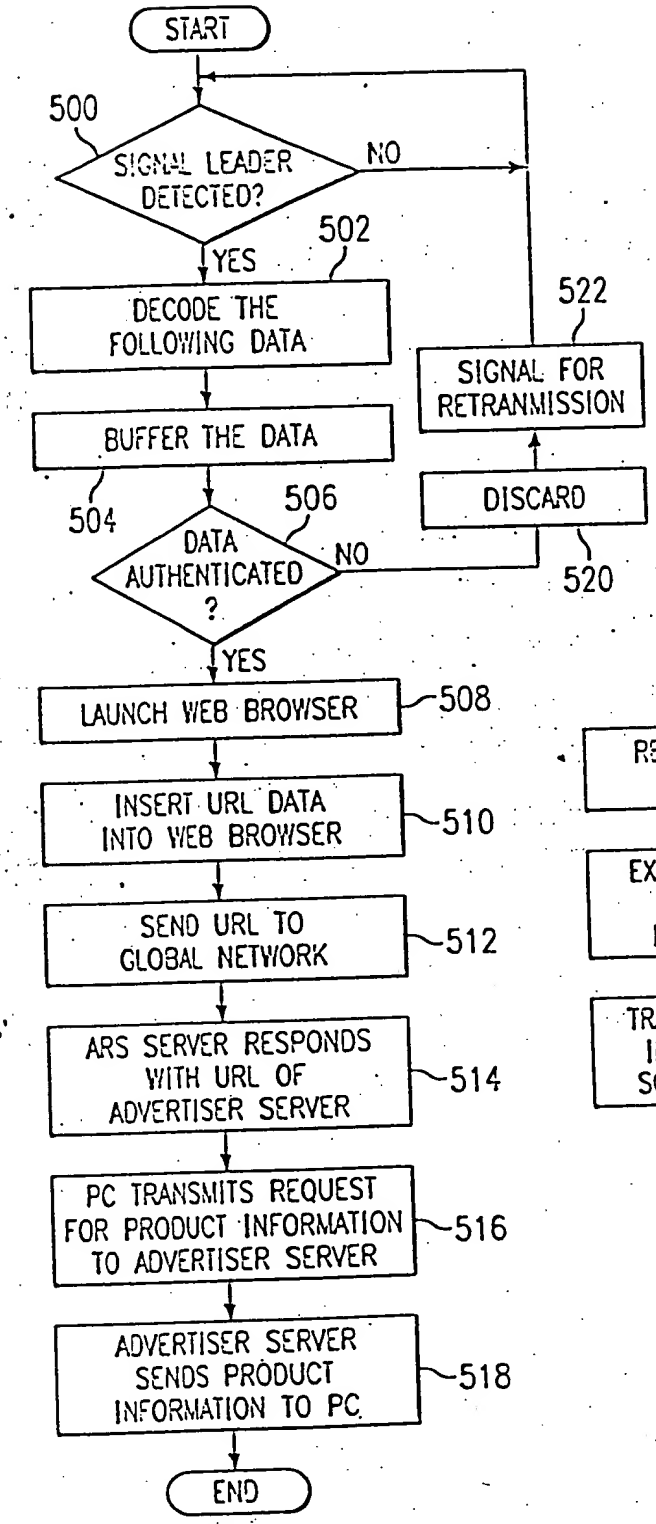

START
500
SIGNAL LEADER DETECTED?
NO
YES
502
DECODE THE FOLLOWING DATA
BUFFER THE DATA
504
506
DATA AUTHENTICATED ?
NO
YES
522
SIGNAL FOR RETRANMISSION
DISCARD
520
LAUNCH WEB BROWSER
508
INSERT URL DATA INTO WEB BROWSER
510
SEND URL TO GLOBAL NETWORK
512
ARS SERVER RESPONDS WITH URL OF ADVERTISER SERVER
514
PC TRANSMITS REQUEST FOR PRODUCT INFORMATION TO ADVERTISER SERVER
516
ADVERTISER SERVER SENDS PRODUCT INFORMATION TO PC
518
END

FIG. 5

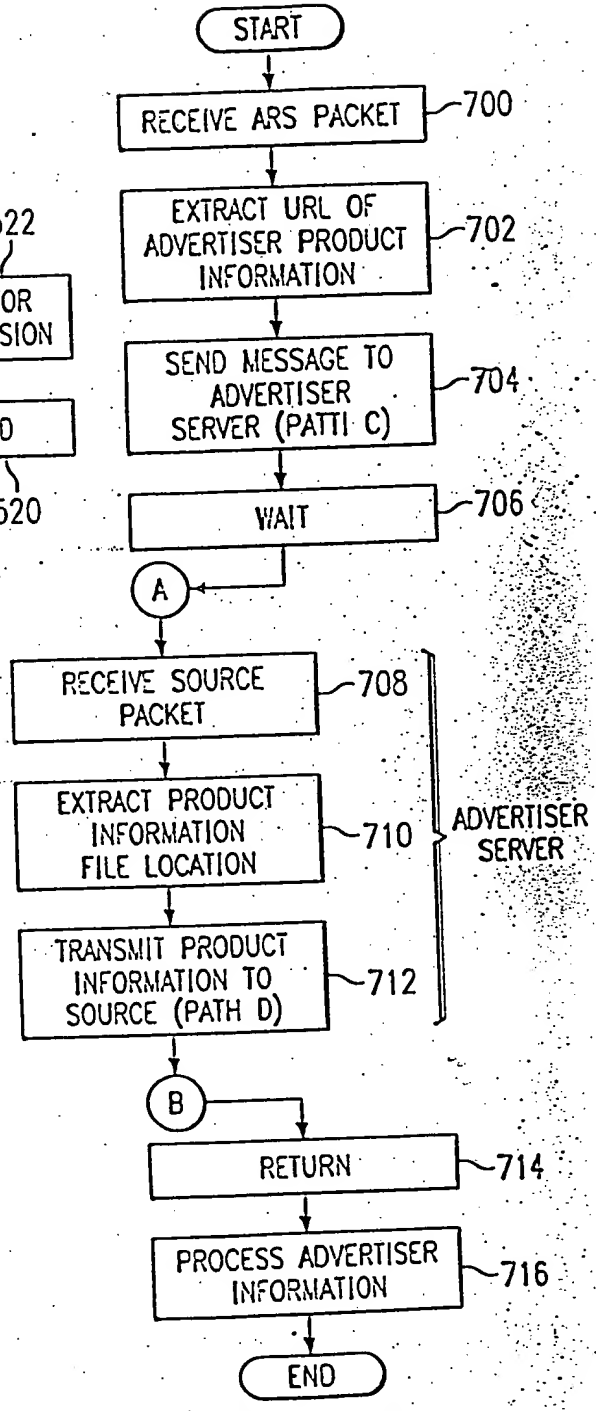

START
RECEIVE ARS PACKET
700
EXTRACT URL OF ADVERTISER PRODUCT INFORMATION
702
SEND MESSAGE TO ADVERTISER SERVER (PATTI C)
704
WAIT
706
A
RECEIVE SOURCE PACKET
708
EXTRACT PRODUCT INFORMATION FILE LOCATION
710
TRANSMIT PRODUCT INFORMATION TO SOURCE (PATH D)
712
ADVERTISER SERVER
B
RETURN
714
PROCESS ADVERTISER INFORMATION
716
END

FIG. 7

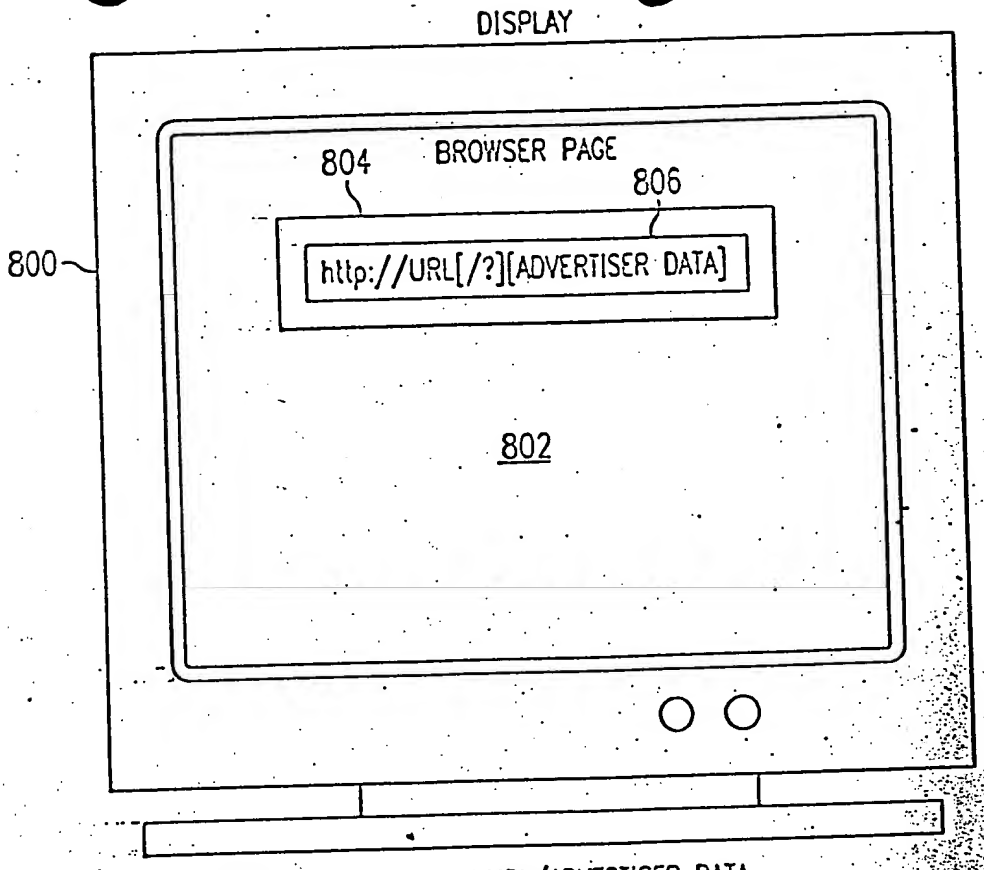

DISPLAY
800
804
BROWSER PAGE
806
http://URL[/?][ADVERTISER DATA]
802
808
URL/ADVERTISER DATA
[Ctrl-0][http://][URL][/?][variable][↵]
OPEN PAGE
USE HYPERTEXT PROTOCOL
URL OF ARS
ALLOW VARIABLE APPENDING
APPENDED VARIABLE (e.g., UPC CODE)
CARRIAGE RETURN – TRANSMIT DATA

FIG. 8

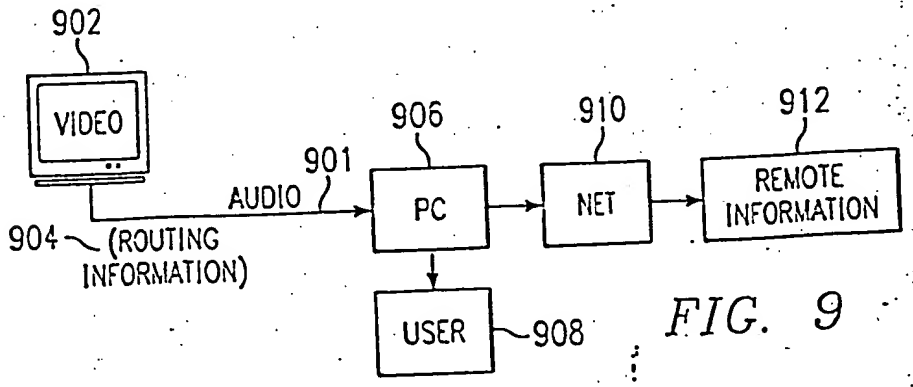

902
VIDEO
904
(ROUTING INFORMATION)
901
AUDIO
906
PC
910
NET
912
REMOTE INFORMATION
USER
908

FIG. 9

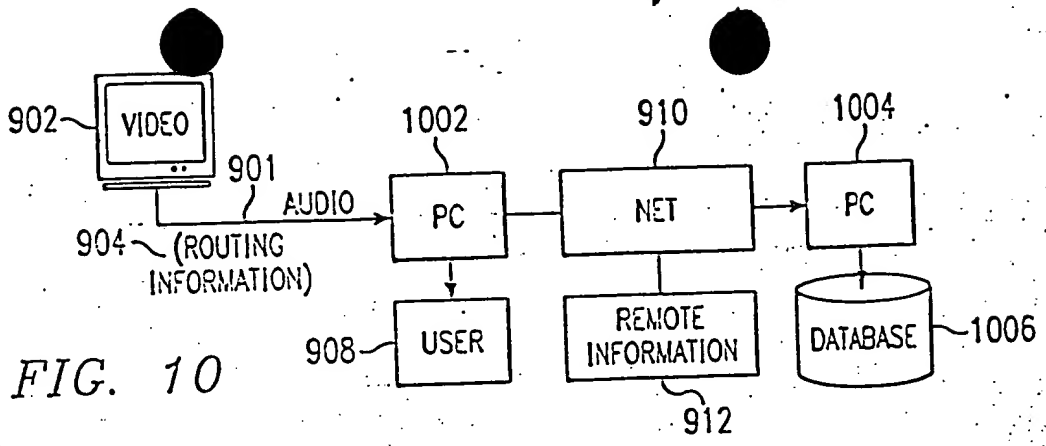


FIG. 10

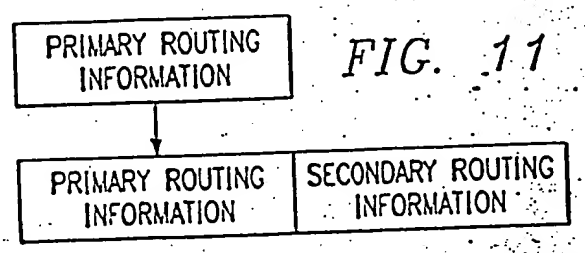


FIG. 11

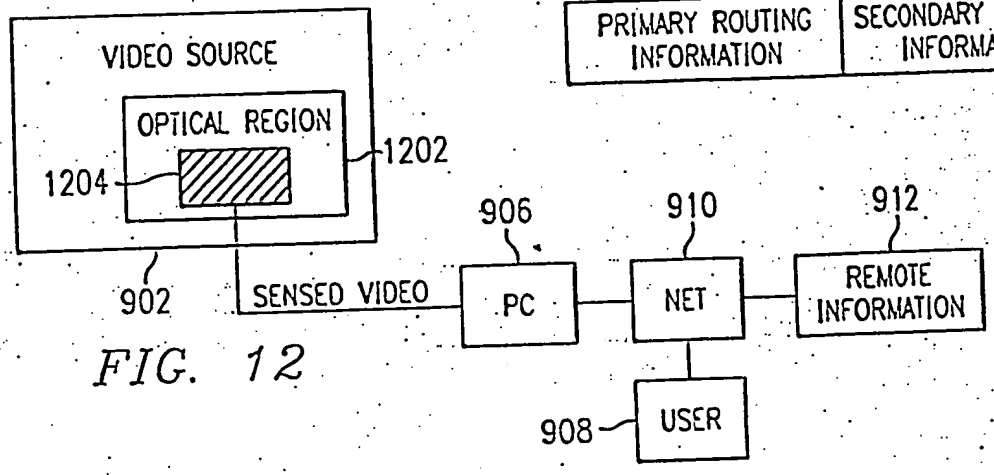


FIG. 12

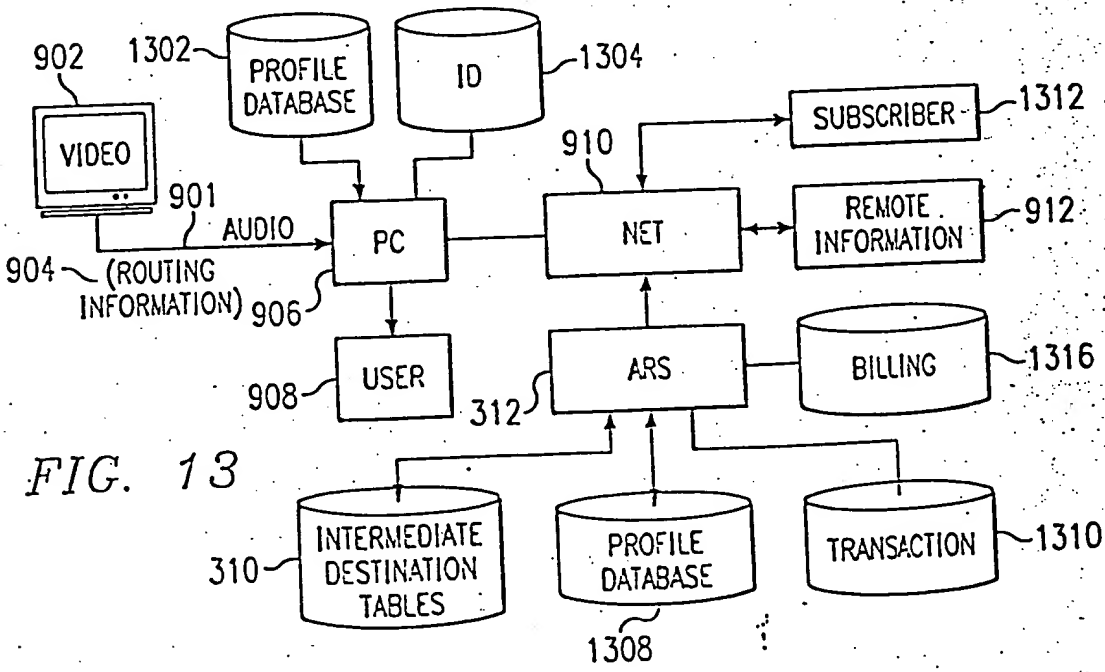


FIG. 13

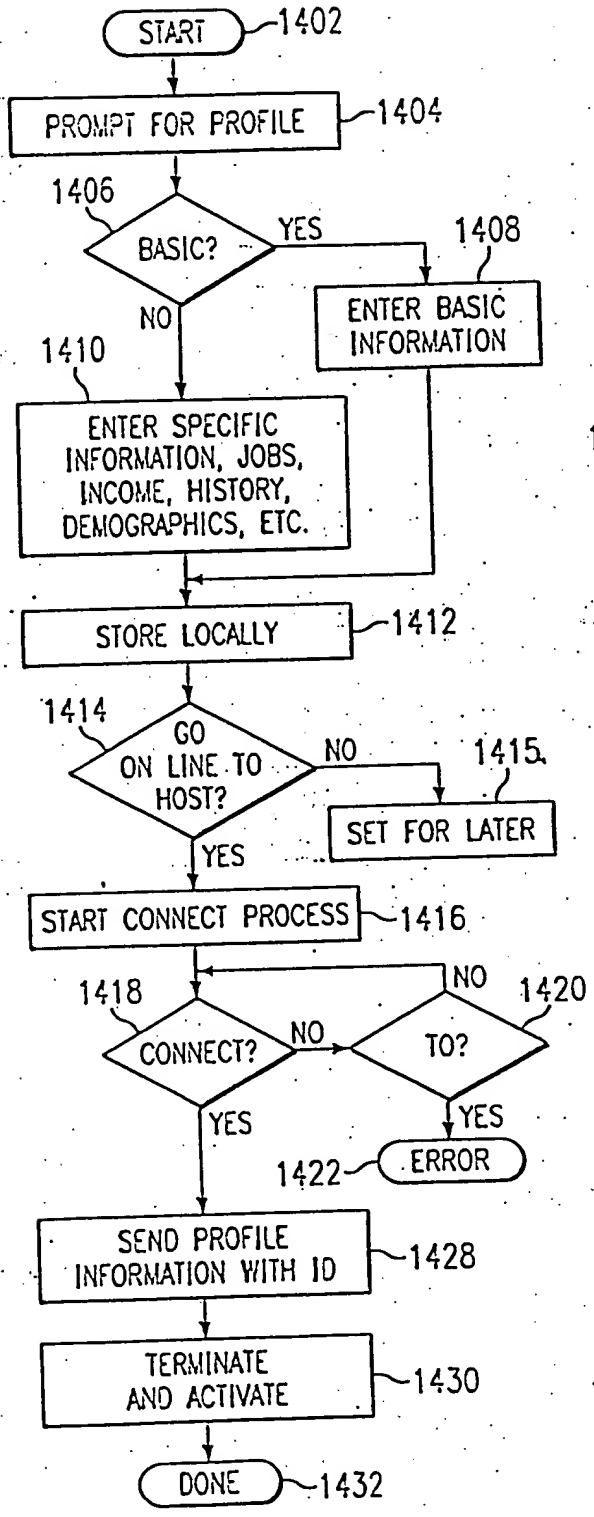

START
1402
PROMPT FOR PROFILE
1404
1406
BASIC?
YES
1408
ENTER BASIC INFORMATION
NO
1410
ENTER SPECIFIC INFORMATION, JOBS, INCOME, HISTORY, DEMOGRAPHICS, ETC.
STORE LOCALLY
1412
1414
GO ON LINE TO HOST?
NO
1415
SET FOR LATER
YES
START CONNECT PROCESS
1416
1418
CONNECT?
NO
1420
TO?
NO
YES
YES
1422
ERROR
SEND PROFILE INFORMATION WITH ID
1428
TERMINATE AND ACTIVATE
1430
DONE
1432

FIG. 14

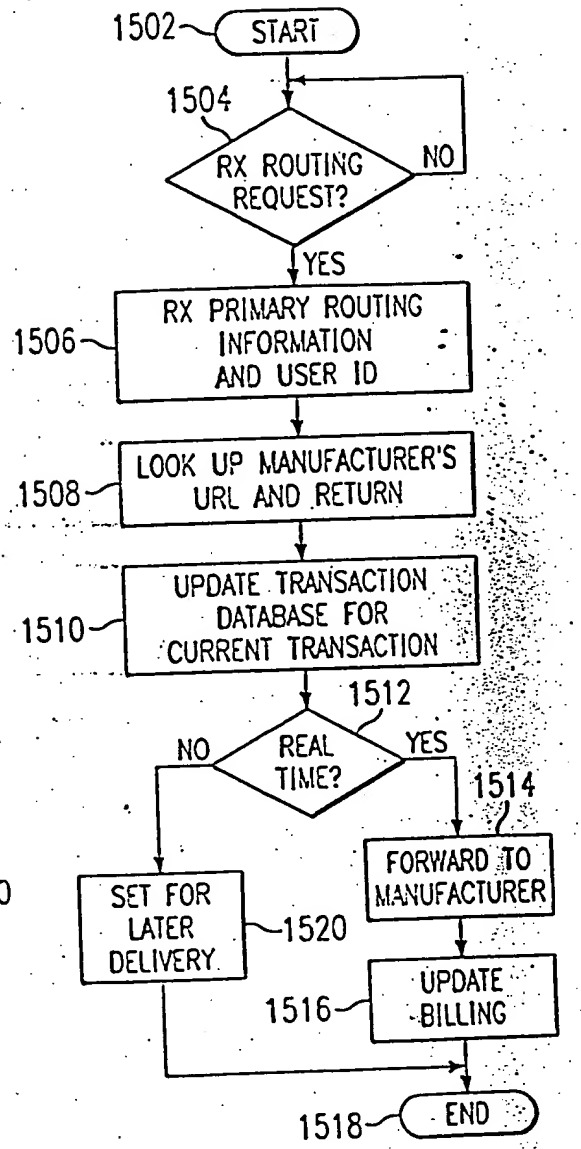

1502
START
1504
RX ROUTING REQUEST?
NO
YES
1506
RX PRIMARY ROUTING INFORMATION AND USER ID
1508
LOOK UP MANUFACTURER'S URL AND RETURN
1510
UPDATE TRANSACTION DATABASE FOR CURRENT TRANSACTION
1512
REAL TIME?
NO
YES
1514
FORWARD TO MANUFACTURER
SET FOR LATER DELIVERY
1520
1516
UPDATE BILLING
1518
END

FIG. 15

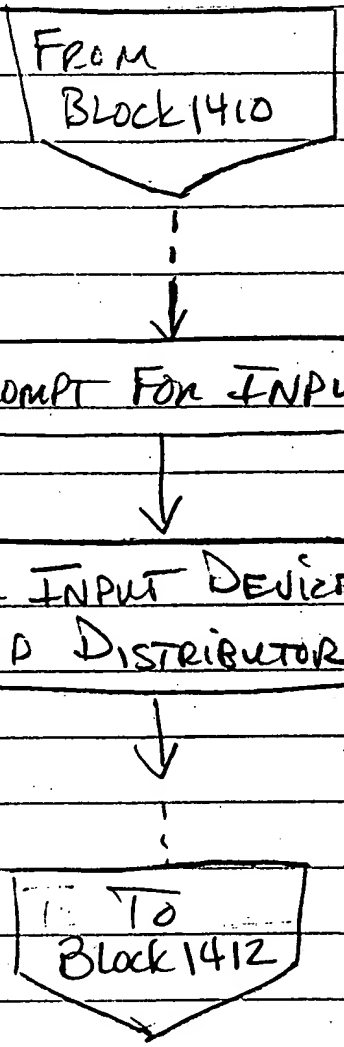

FROM BLOCK 1410
PROMPT FOR INPUT DEVICE
1630
ENTER INPUT DEVICE, TYPE, AND DISTRIBUTOR
1632
TO BLOCK 1412

FIG. 16a

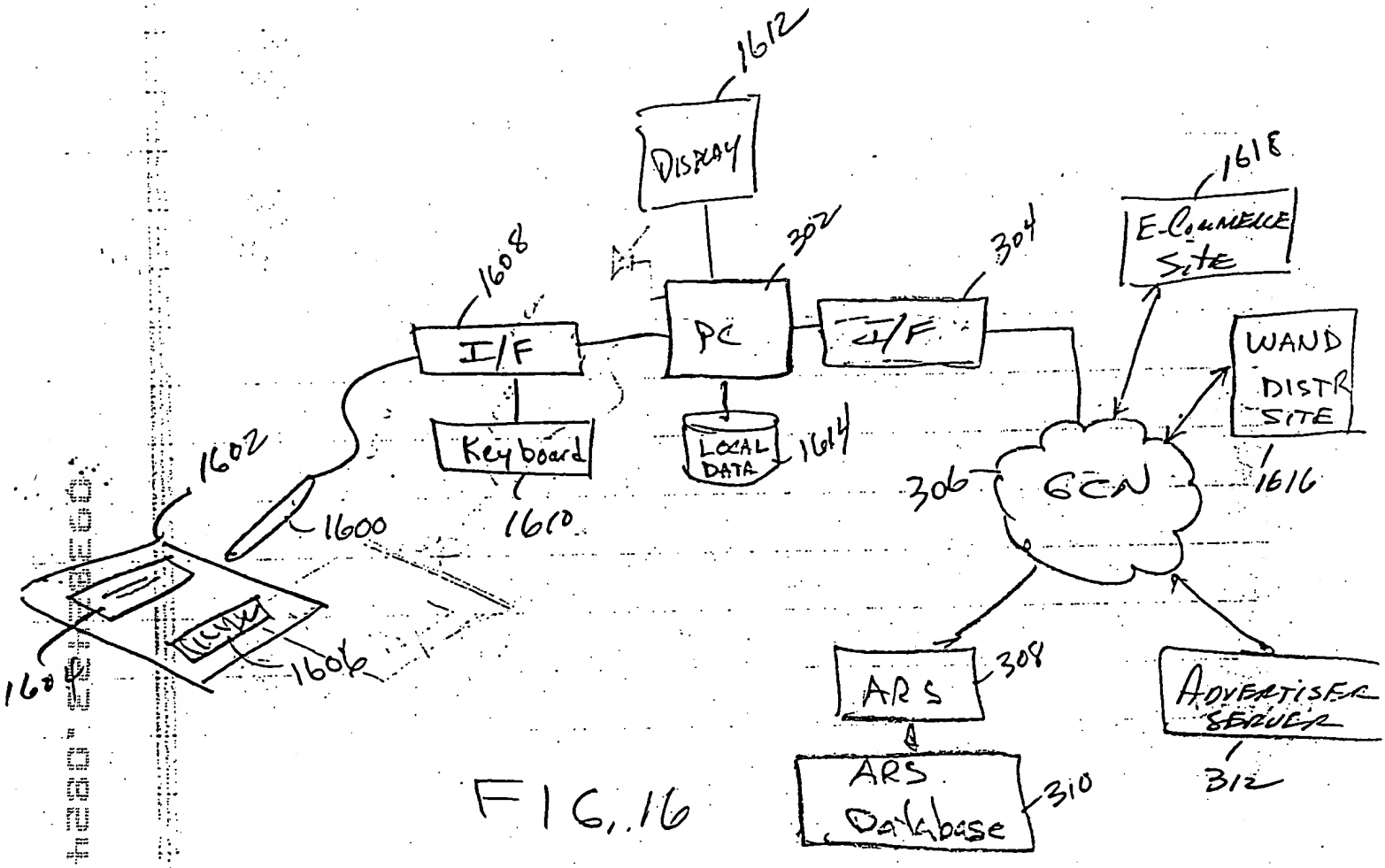

1612
DISPLAY
1618
E-COMMERCE SITE
1608
I/F
302
PC
304
I/F
WAND DISTR SITE
1602
1600
KEYBOARD
1610
LOCAL DATA
1614
306
GCN
1616
1606
ARS
308
ADVERTISER SERVER
ARS DATABASE
310
312

FIG. 16

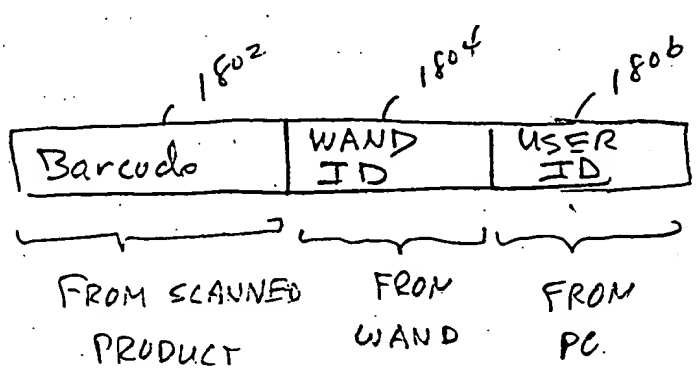

1800
1802
1804
1806
Barcode
WAND ID
USER ID
FROM SCANNED PRODUCT
FROM WAND
FROM PC

FIG. 18

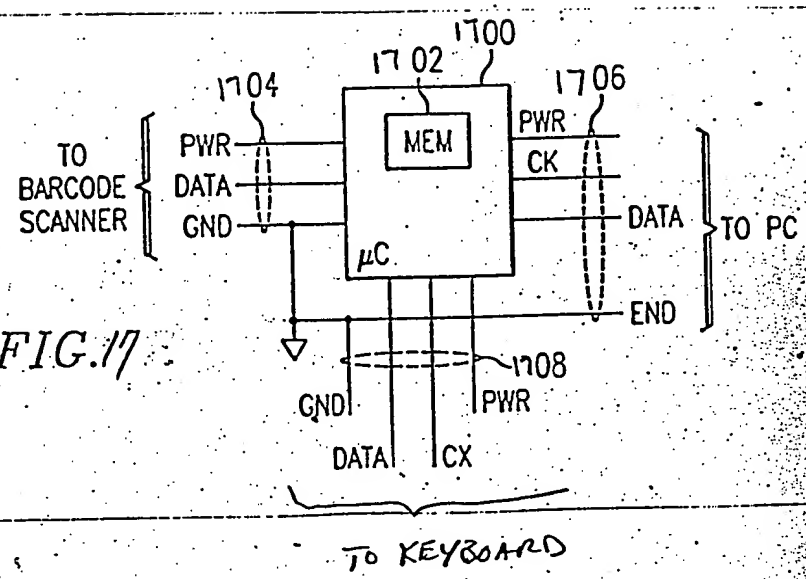


FIG.17

5,963,205 - 08/05/99

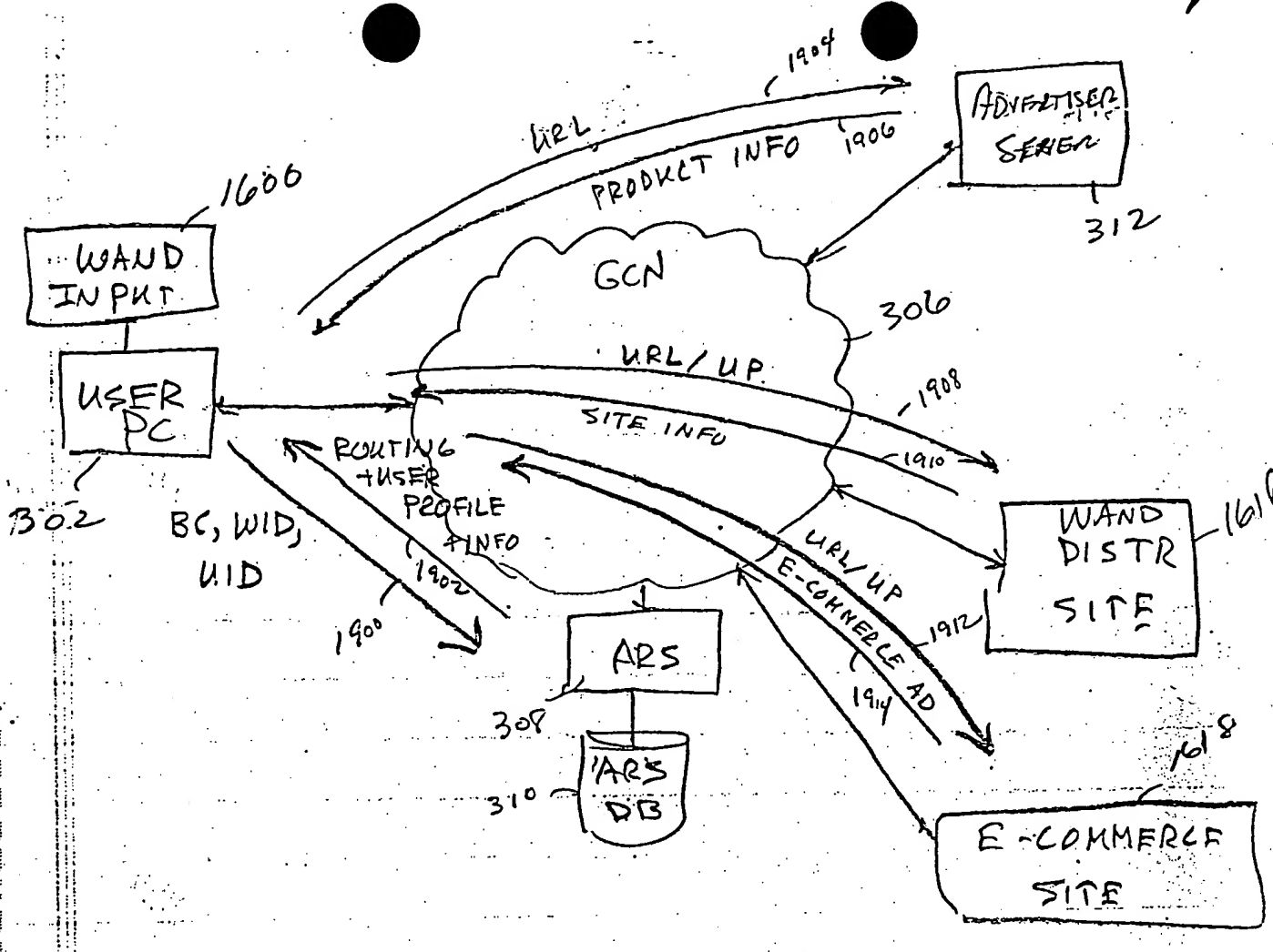

1604
URL
PRODUCT INFO
1906
ADVERTISER SERVER
312
1606
WAND INPUT
GCN
306
USER PC
URL/UP
1908
SITE INFO
1910
ROUTING + USER PROFILE INFO
1902
1900
302
BC, WID, UID
WAND DISTR SITE
1616
URL/UP
E-COMMERCE AD
1912
1914
ARS
308
ARS DB
310
1618
E-COMMERCE SITE

FIG. 19

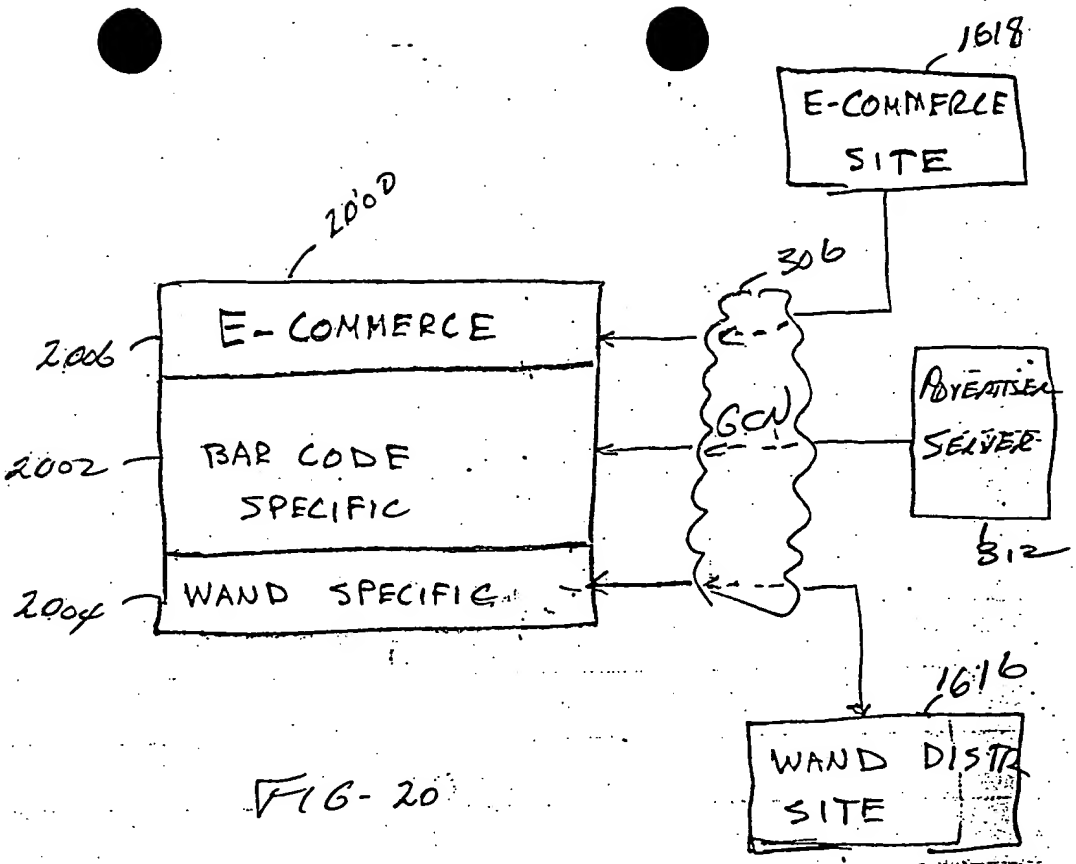
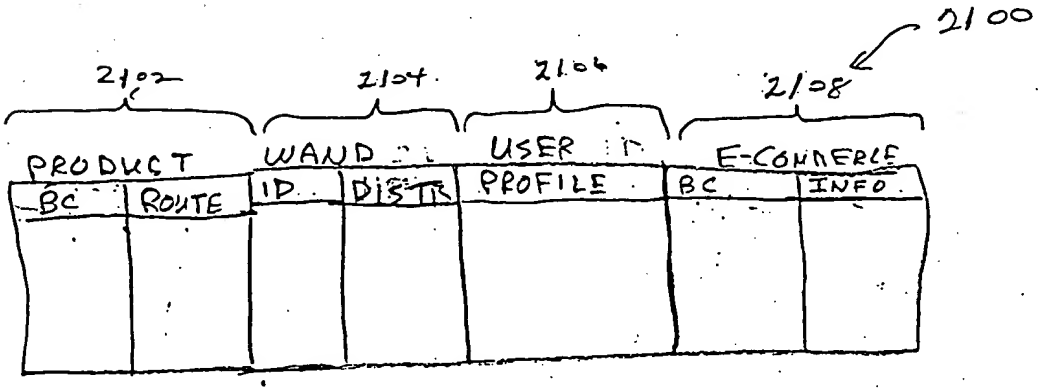


FIG-20



ARS DATABASE

FIG. 21

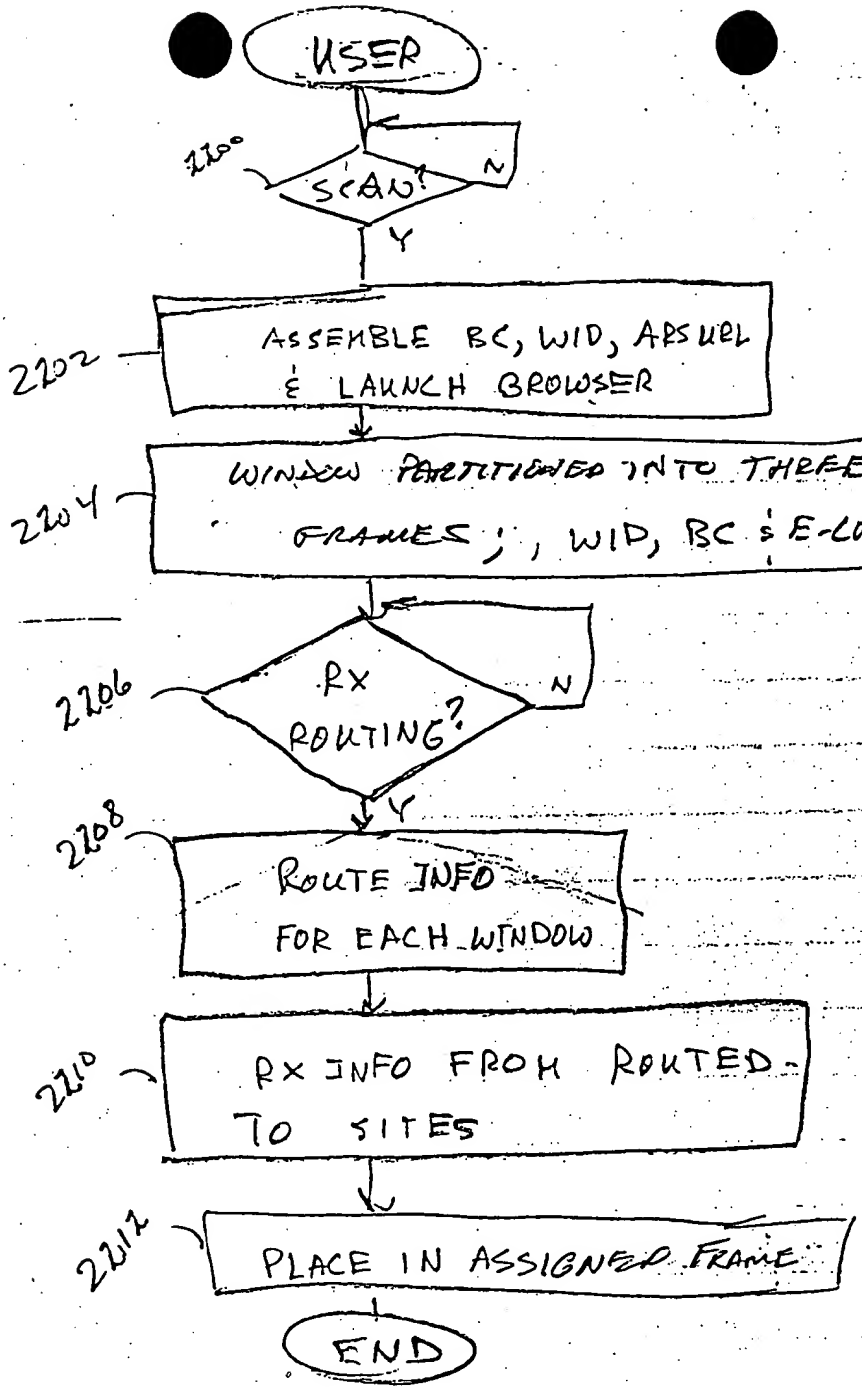

USER
2200
SCAN?
N
Y
2202
ASSEMBLE BC, WID, ABSURL & LAUNCH BROWSER
2204
WINDOW PARTITIONED INTO THREE FRAMES; WID, BC & E-COM
2206
RX ROUTING?
N
Y
2208
ROUTE INFO FOR EACH WINDOW
2210
RX INFO FROM ROUTED-TO SITES
2212
PLACE IN ASSIGNED FRAME
END

FIG-22

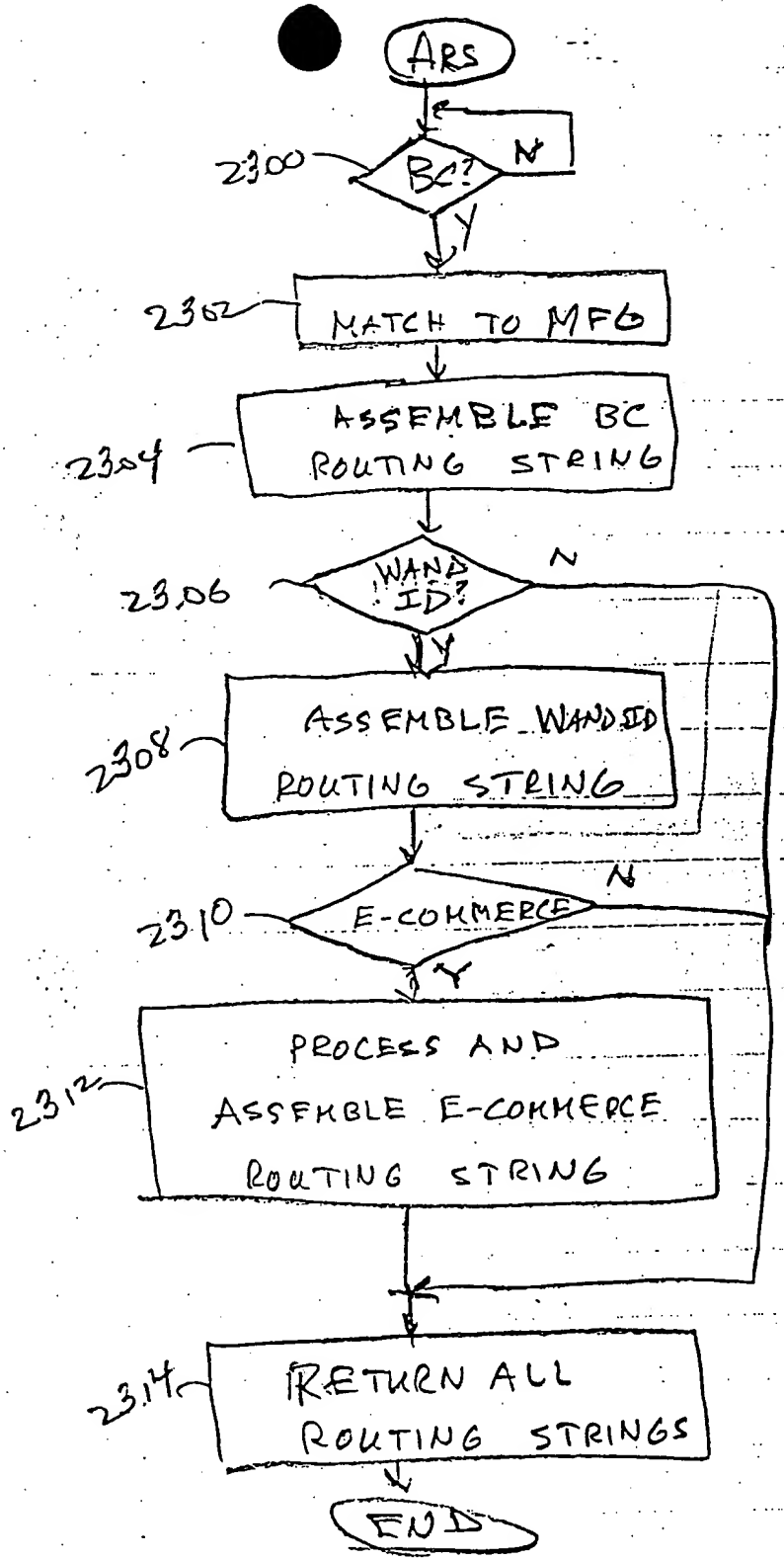

ARS
2300
BC?
N
Y
2302
MATCH TO MFG
2304
ASSEMBLE BC ROUTING STRING
2306
WAND ID?
N
Y
2308
ASSEMBLE_WANDID ROUTING STRING
2310
E-COMMERCE
N
Y
2312
PROCESS AND ASSEMBLE E-COMMERCE ROUTING STRING
2314
RETURN ALL ROUTING STRINGS
END

FIG. 23

PHLY-24, [redacted]
739

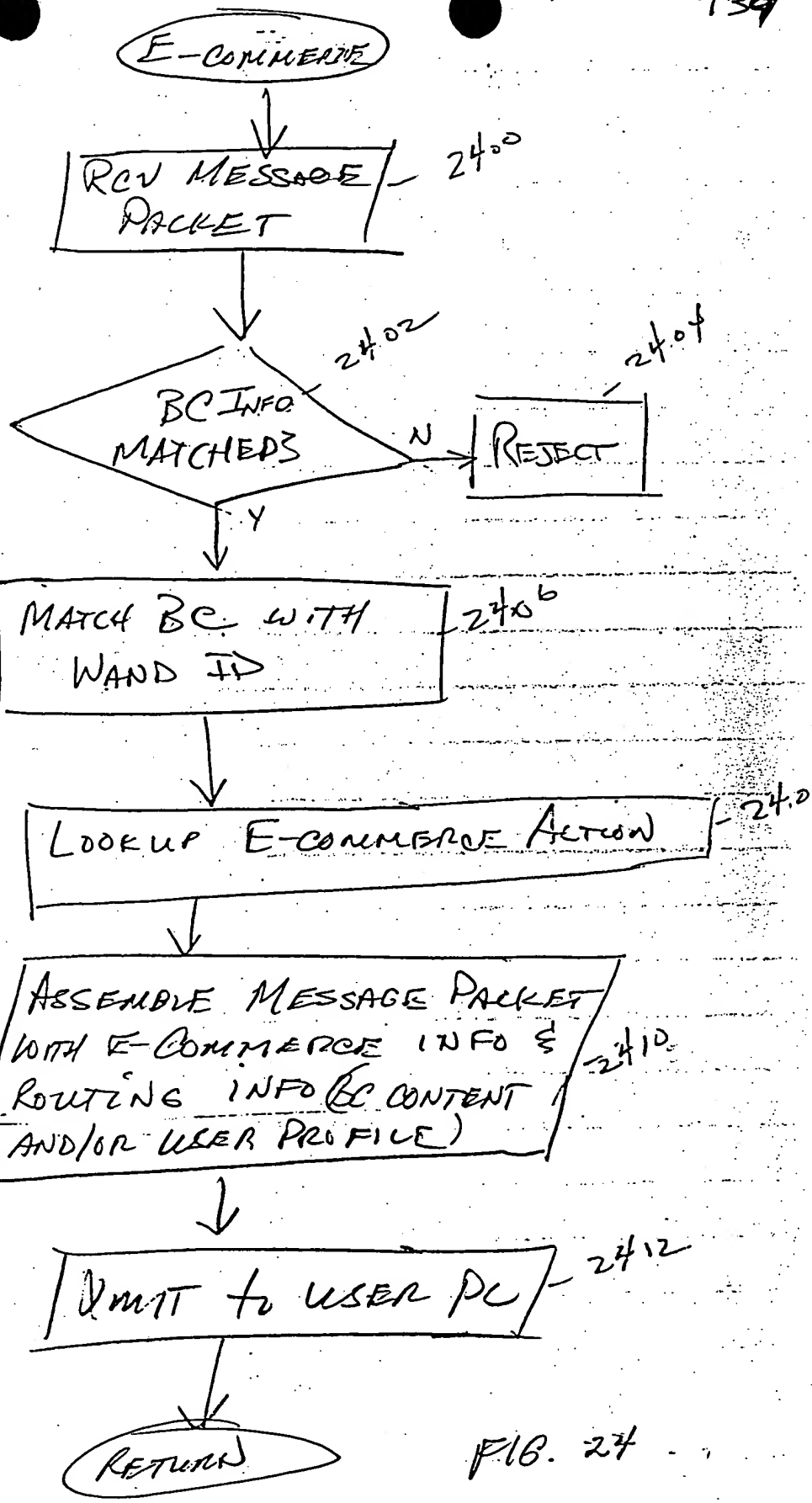


FIG. 24

PHLY-24, ~~7HR~~ ~~758~~ 9

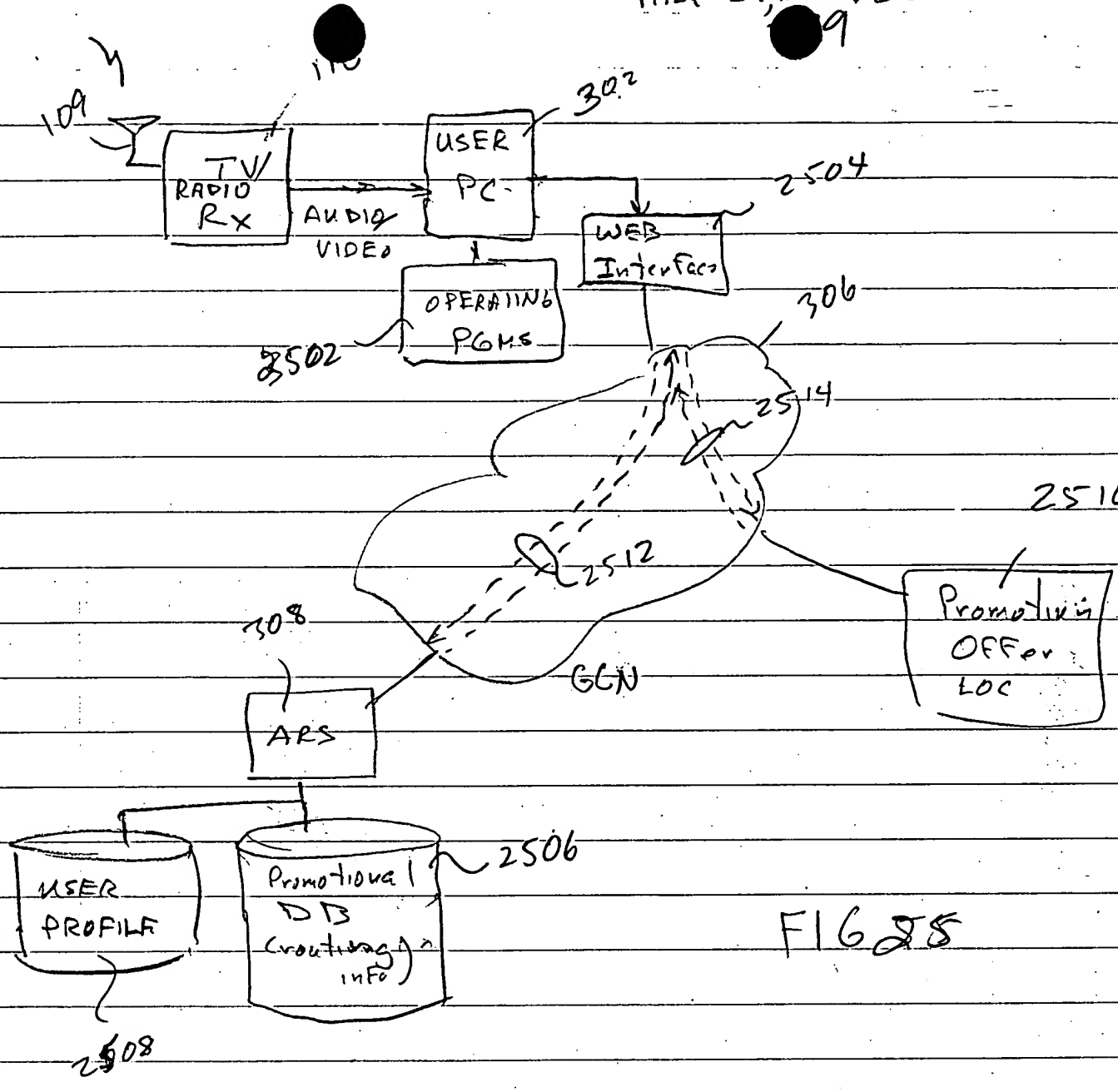


FIG 25

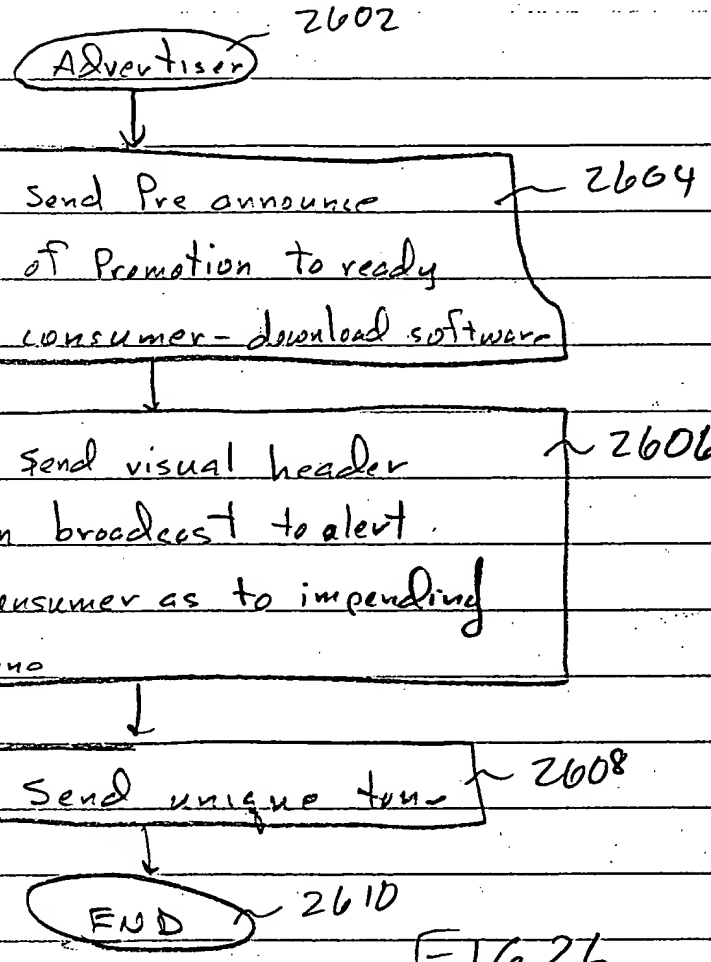

2602
Advertiser
Send Pre announce of Promotion to ready consumer - download software
2604
Send visual header on broadcast to alert consumer as to impending Tone
2606
Send unique tone
2608
END
2610

FIG 26

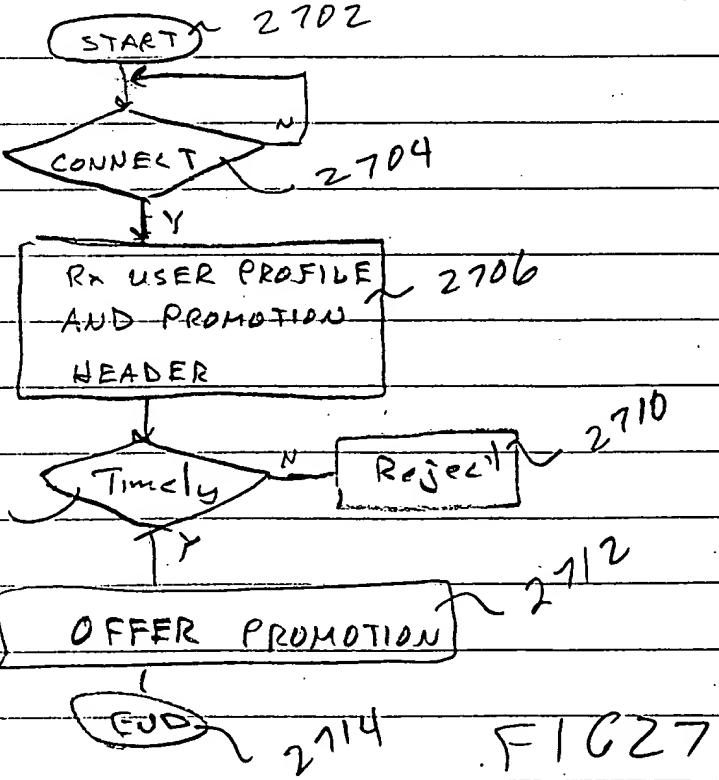

START
2702
CONNECT
N
Y
2704
Rx USER PROFILE AND PROMOTION HEADER
2706
Timely
N
Y
2708
Reject
2710
OFFER PROMOTION
2712
END
2714

FIG 27

PHLY-24, ~~7473~~ 739 ~~72~~ 2802

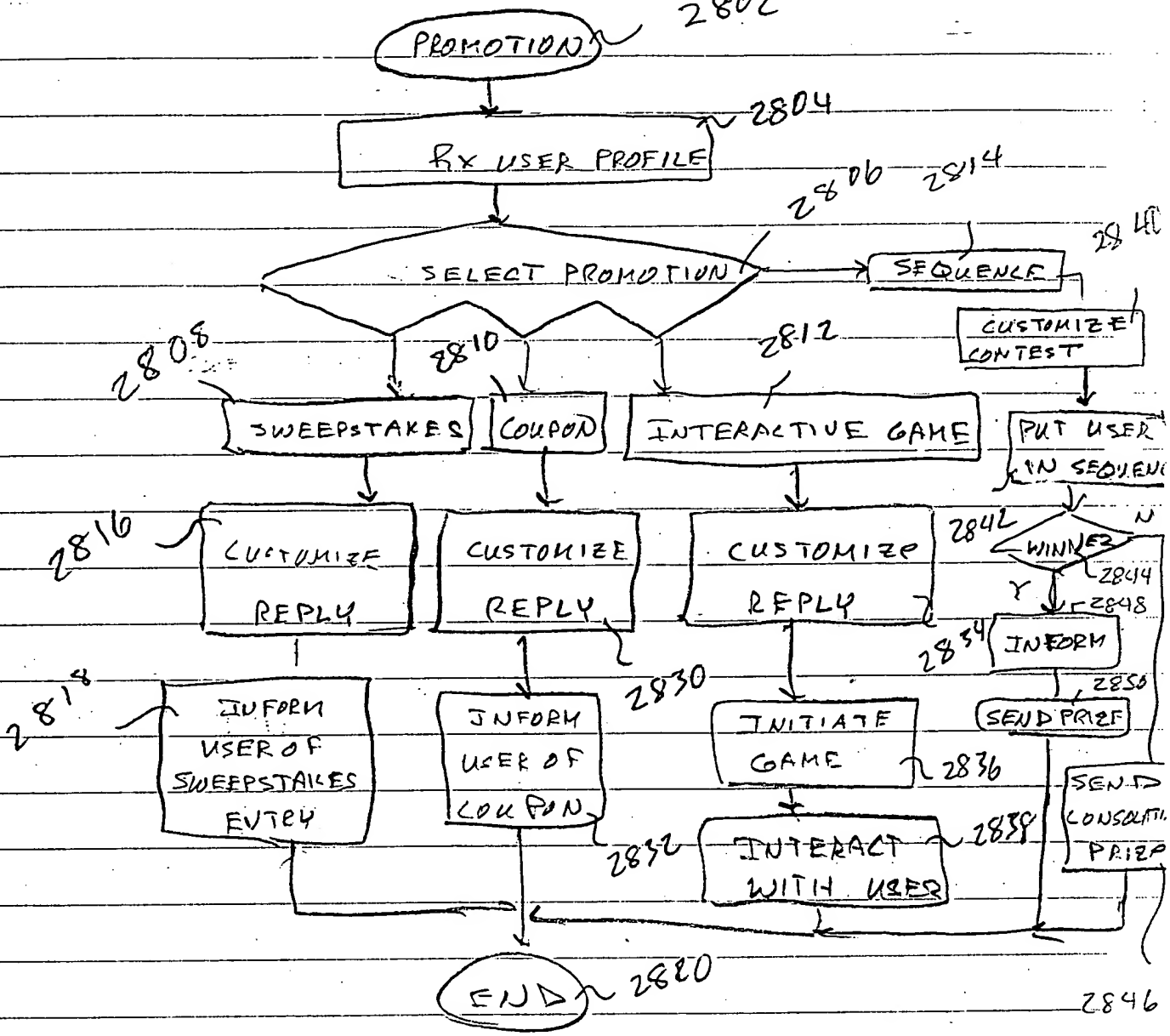


FIG 28

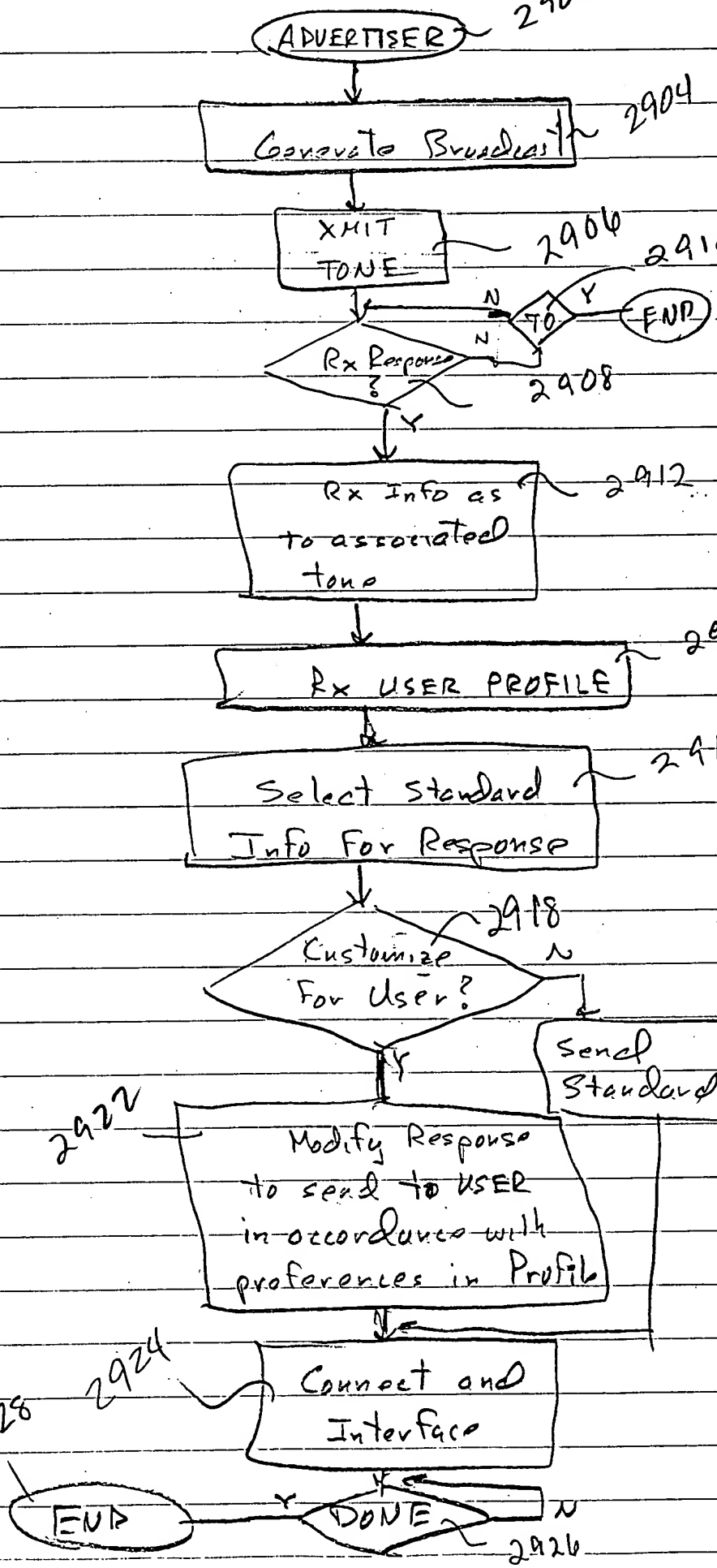

ADVERTISER
2902
Generate Broadcast
2904
XMIT TONE
2906
2910
N
Y
TO
END
N
Rx Response ?
2908
Y
Rx Info as to associated tone
2912
Rx USER PROFILE
2914
Select Standard Info For Response
2916
Customize For User?
2918
N
Y
Send Standard
2920
2922
Modify Response to send to USER in accordance with preferences in Profile
2924
Connect and Interface
2928
END
Y
DONE
N
2926

FIG 29

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